

FSC-190-B		12/17/97	
SUBJECT: Improvements/Enhancements for the Adjustable Pole Display (APD)			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	_____ Sales Rep	
<input checked="" type="checkbox"/> ROM		_____ Retail Rep	

<u>Sales</u>		<u>Retail</u>	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1224	_____
1224	_____	1225	_____
1225	_____	1226	_____
1226	_____	1227	_____
1227	_____	1228	_____
1228	_____	1229	_____
1229	_____	1230	_____
1230	_____	1231	_____
1231	_____	1232	_____
1232	_____	1233	_____
1233	_____	1234	_____
1234	_____	1235	_____
1235	_____	1236	_____
1236	_____	1237	_____
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1238	_____	1239	_____
1239	_____	1240	_____
1240	_____	1241	_____
1241	_____	1242	_____
1242	_____	1243	_____
1243	_____	1244	_____

Handwritten notes: KCM, FC, MC, SC, PA, RSM, RBM

Objective: Communicate improvements and new enhancements for the Adjustable Pole Display that have been implemented since initial display introduction.

Purpose: Provide additional options that will increase the effectiveness and longevity of the APD based on Field Sales input.

APD IMPROVEMENTS - EFFECTIVE JANUARY 1, 1998

- **All Signs** - The signs and sign frames have been modified to ensure they do not separate when accidentally bumped.
- **Small and Medium Signs** - Due to a few isolated instances of the bulb discoloring (browning) the inside of the signs, a heat shield has been developed to eliminate this problem. These items can be ordered on the APD Spare Parts Form explained later in this document.
- **Large/Enhanced Sign** - The swivel bracket has been redesigned to give more flexibility in positioning the signs above trays. The new design also eliminates any possibility of the signs drooping/falling down.
- **Tray Collar** - A new brass insert has been added to the tray collar to ensure the set screw tightens to the pole, without stripping threads.
- **Trays** - A 4 pack tray blocker will be included with all new orders. If a specific configuration calls for a 4 pack wide tray, the tray blocker, once snapped into the tray, will prevent the tray from collapsing to a 3 pack wide tray.
- **Pricer Sign** - The clear plastic cover in front of the pricer will have cut out windows to adjust pricing without removing the sign frame.

APD ENHANCEMENTS - EFFECTIVE DECEMBER 15, 1997

APD Ceiling Mount Kit - Item #526772 (Exhibit 1)

- Adjustable height based on Retailer's ceiling.
- Trays can be tilted down or placed level in a horizontal position (trays not included in kit).
- Trays can be rotated to the back so a promotional basket can be used (promotional basket included in kit without promotional card).
- Angled tray clips (6) included if slanted trays (angled down 45 degrees) are required.

Note: Trays and signs can be ordered using the APD Options Order Form. The Ceiling Mount Kit has the collars preadjusted to accommodate 4 trays and a large sign. An additional collar is included in the kit if an additional level of 2 trays is required.

APD Ceiling Mount Tray Insert Kit (3 Wide) - Item #527255 (Exhibit 2)

APD Ceiling Mount Tray Insert Kit (4 Wide) - Item #527243 (Exhibit 3)

- Utilized only in conjunction with the APD Ceiling Mount Kit.
- Needed only in maximum height configurations, when product tray is to be tilted down 45 degrees for maximum consumer exposure.
- Product gravity slides to the front of the tray.

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APD ORDERING PROCEDURES - EFFECTIVE JANUARY 1, 1998

The illuminated signs for the APD will be discontinued once existing inventories have been depleted. This decision was based on the fact that more Non Illuminated APD units could be placed at retail and can be easily retrofitted to the wood units or utilized in conjunction with the Ceiling Mount APD Kit. There will be a limited number of illuminated parts available on the Spare Parts Order Form to maintain illuminated signs already placed at retail.

Changes to the APD - Adjustable Pole Display Order Form (Exhibit 4)

- APD Security Shields can now be ordered on the APD Options Order Form
- APD Tray Catalog Holder (Item #527240) and APD Medium Sign Catalog Holder (Item #527534) have been discontinued.

APD Options Order Form (Exhibit 5)

- Individual items can be ordered through SMS to modify/repair existing configurations.
- Individual items can be ordered to create a new configuration.

APD Spare Part Order Form (Exhibit 6)

- Parts of an Option Item that needs replacing can be ordered through the Purchasing System.

Illustrations of the new items can be found in the Intranet under **Sales** and then **Fixture Illustrations** (Exhibit 1 through 3). The APD-Adjustable Pole Display Order Form (Exhibit 4) and the APD Option Order Form (Exhibit 5) will be in the Intranet under **Sales** then **Displays/Fixtures Order Forms**. The APD Spare Part Order Form will be in the Intranet under **Sales** then **Spare Parts Order Forms** (Exhibit 6).

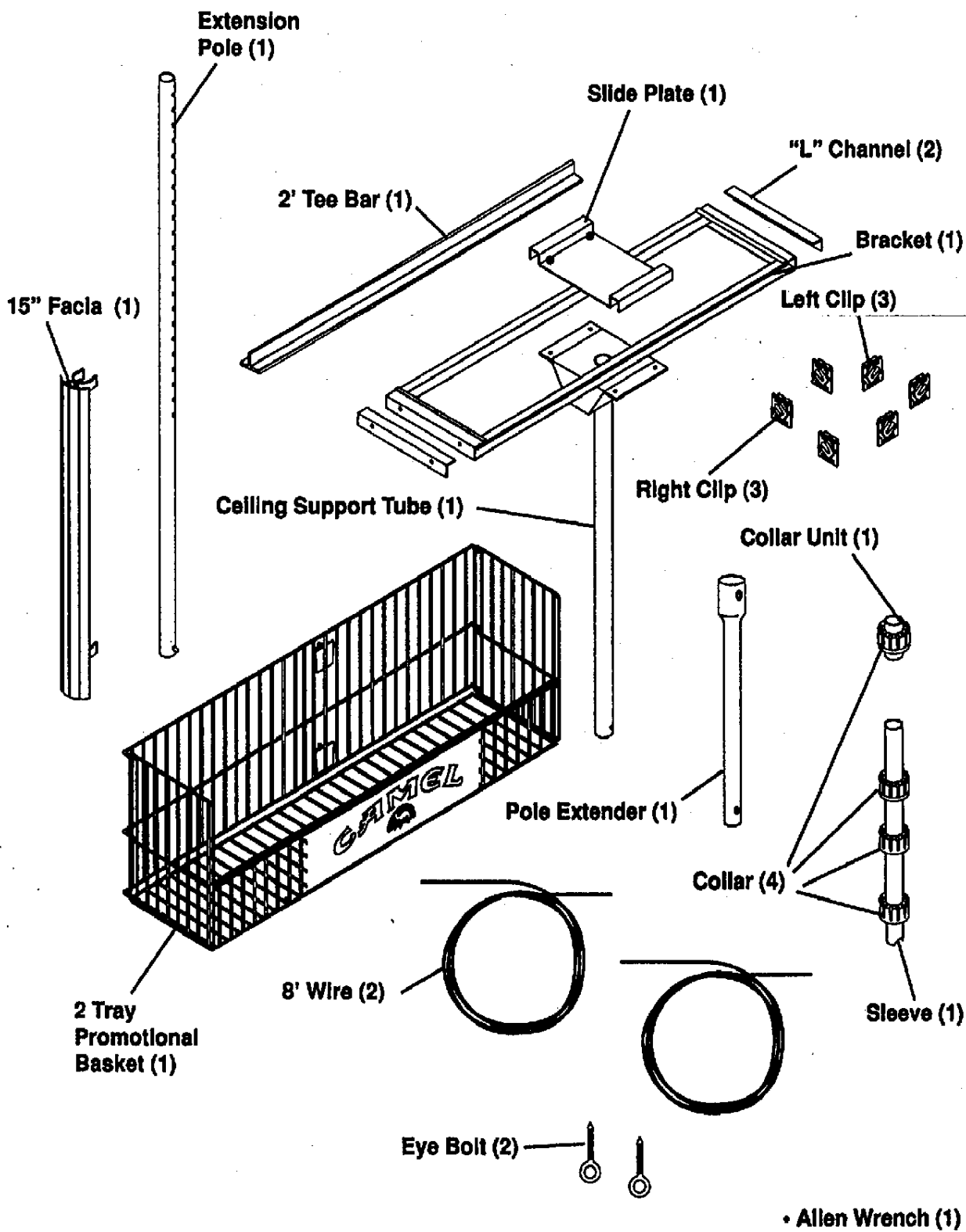
Program Contacts: Jasper Spencer - SMS Ordering Issues, extension #6093
Butch Oringderff - Assembly/Quality Issues, extension #7463

R. J. REYNOLDS TOBACCO COMPANY

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EXHIBIT 1

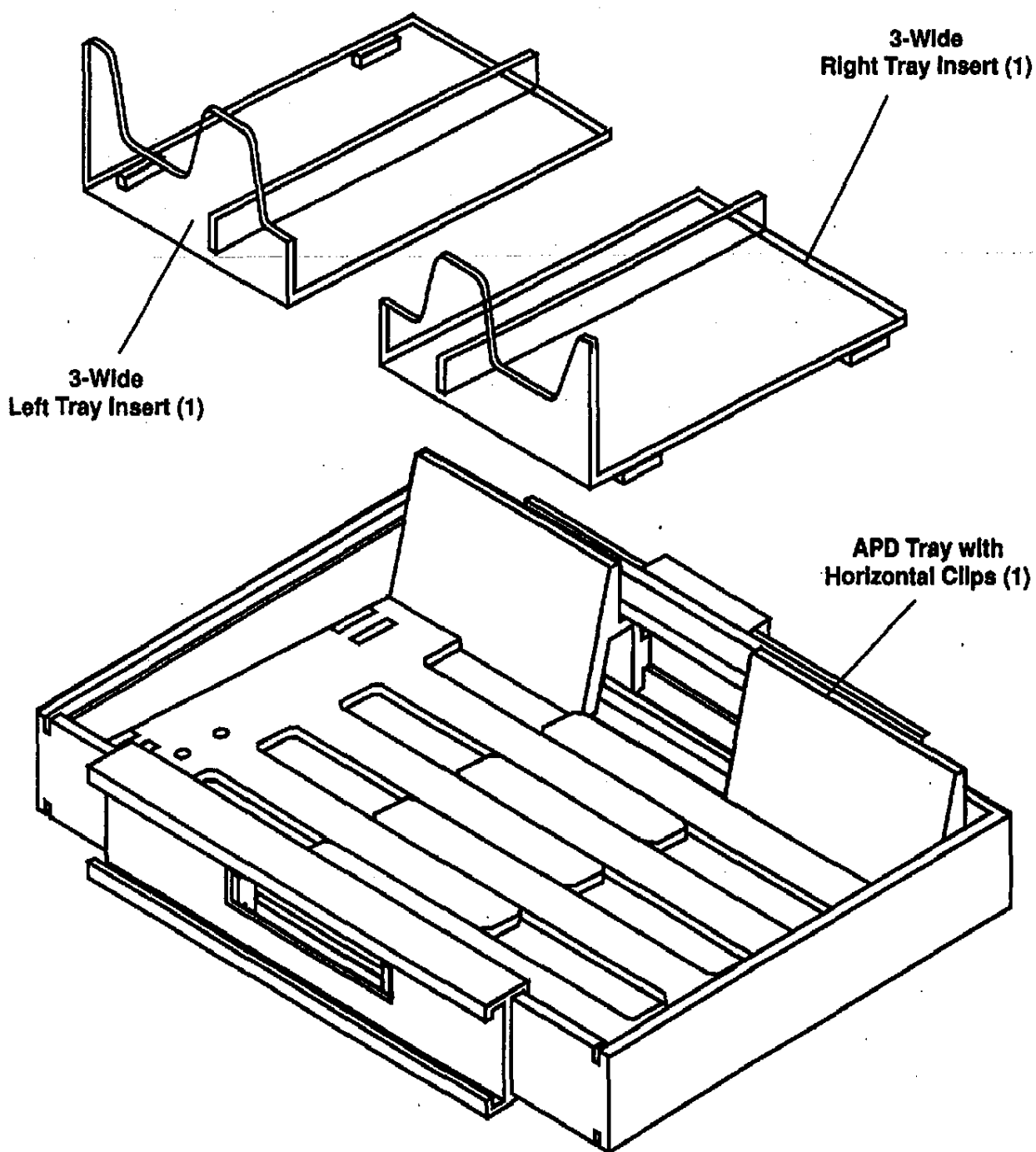
APD CEILING MOUNT KIT PARTS:



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EXHIBIT 2

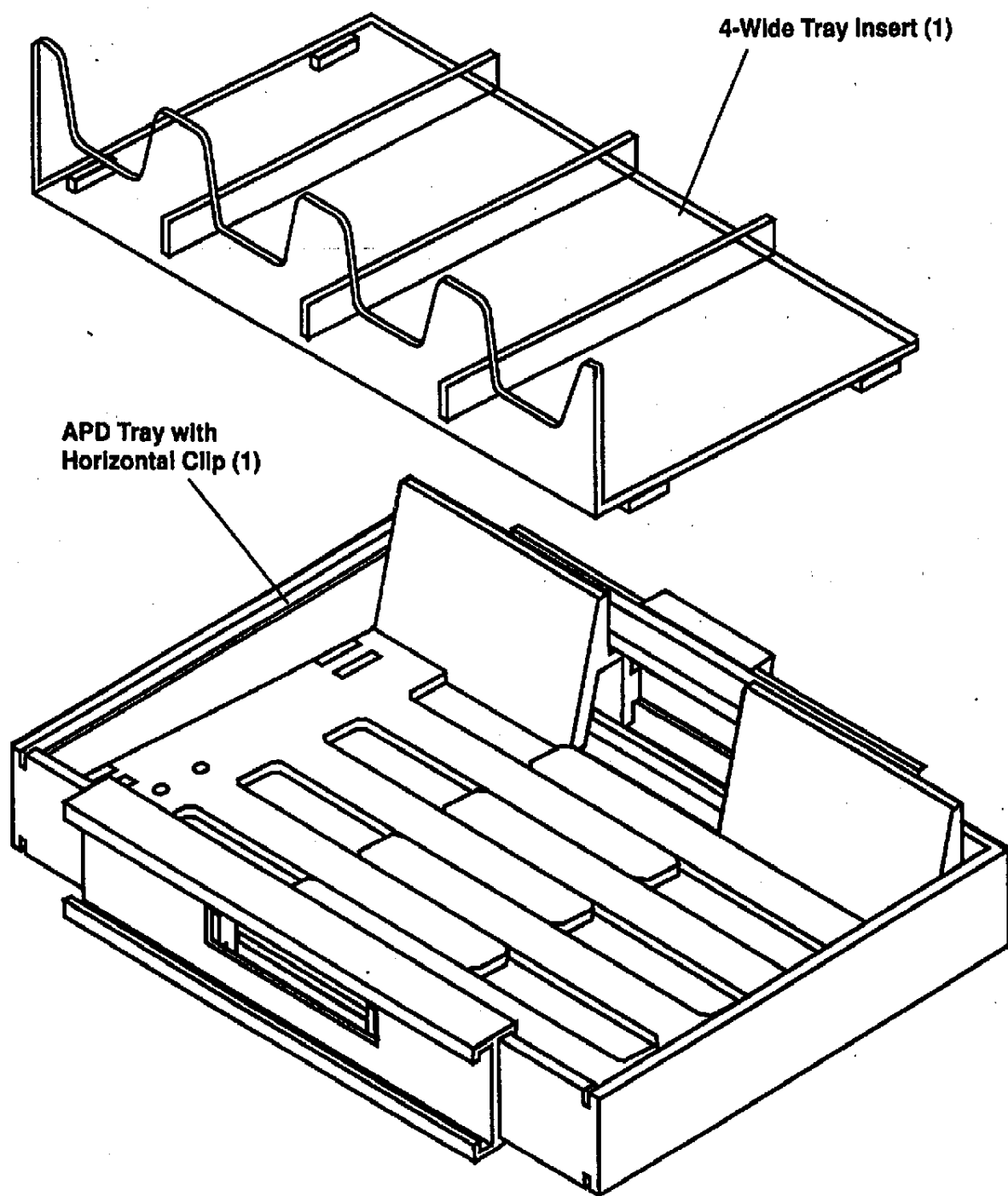
APD TRAY INSERT KIT F/3 PK WIDES TRAY DISPLAY PARTS:



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EXHIBIT 3

APD TRAY INSERT KIT F/4 PK TRAY DISPLAY PARTS:



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EXHIBIT 4

APD - ADJUSTABLE POLE DISPLAY ORDER FORM

SHIP TO INFORMATION

Requested by: _____ Emp. # _____

Date: ____/____/____

Check and complete only one ship to location

☐ SIS Account No. _____

☐ Division No. _____

☐ Territory No. _____ (Sales Rep Warehouse)

☐ Employee No. _____ (Your Home)

Future Delivery Date: ____/____/____
YY MM DD

Weekly Carton Volume: _____

Special Instructions: _____

Ship to Name: _____

Address (No P.O. Box): _____

City: _____ State: _____ Zip: _____

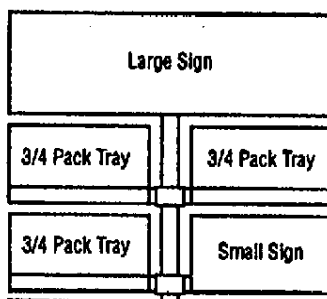
Attn: _____

Telephone No. For Contact: (____) _____

Enter Employee Number: _____

(If order memo is to go to Sales Rep. Home)

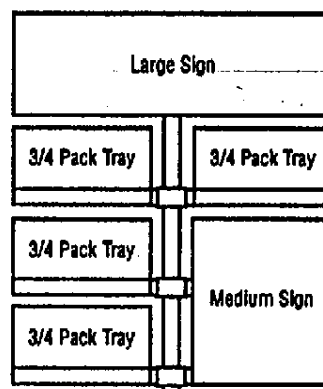
PLEASE ENTER QUANTITIES NEEDED IN APPROPRIATE SPACES BELOW.



APD 1

Height - 16"
Min. Width - 19 1/4"
Max. Width - 21 5/8"
Depth - 6"

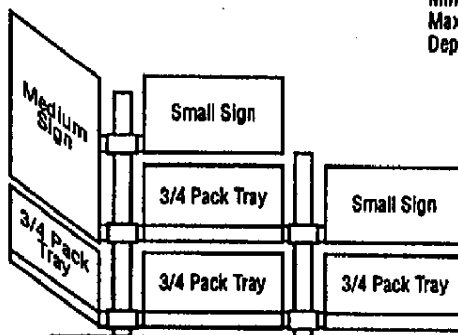
ITEM #	APD 1	SKU	QTY
#526724	APD 1 - Illuminated	1	
#526730	APD 1 - Non-Illuminated	1	



APD 2

Height - 23"
Min. Width - 19 1/4"
Max. Width - 21 5/8"
Depth - 6"

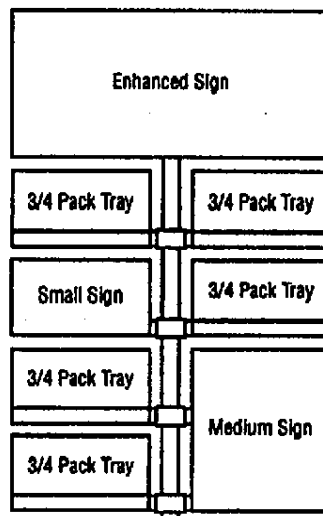
ITEM #	APD 2	SKU	QTY
#526733	APD 2 - Illuminated	1	
#526742	APD 2 - Non-Illuminated	1	



APD 3

Height - 16 3/4"
Min. Width - 22 1/2"
Max. Width - 27 1/2"
Depth - 6"

ITEM #	APD 3	SKU	QTY
#526745	APD 3 - Illuminated	1	
#526751	APD 3 - Non-Illuminated	1	



APD 4

Height - 31 3/8"
Min. Width - 19 1/4"
Max. Width - 21 5/8"
Depth - 6"

ITEM #	APD 4	SKU	QTY
#526754	APD 4 - Illuminated	1	
#526760	APD 4 - Non-Illuminated	1	

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EXHIBIT 5

APD OPTIONS ORDER FORM

SHIP TO INFORMATION

Requested by: _____ Emp # _____

Date: ____/____/____

Check and complete only one ship to location

☐ SIS Account No. _____

☐ Division No. _____

☐ Territory No. _____ (Sales Rep Warehouse)

☐ Employee No. _____ (Your Home)

Future Delivery Date: ____/____/____
YY MM DD

Weekly Carton Volume: _____

Special Instructions: _____

Ship to Name: _____

Address (No P.O. Box): _____

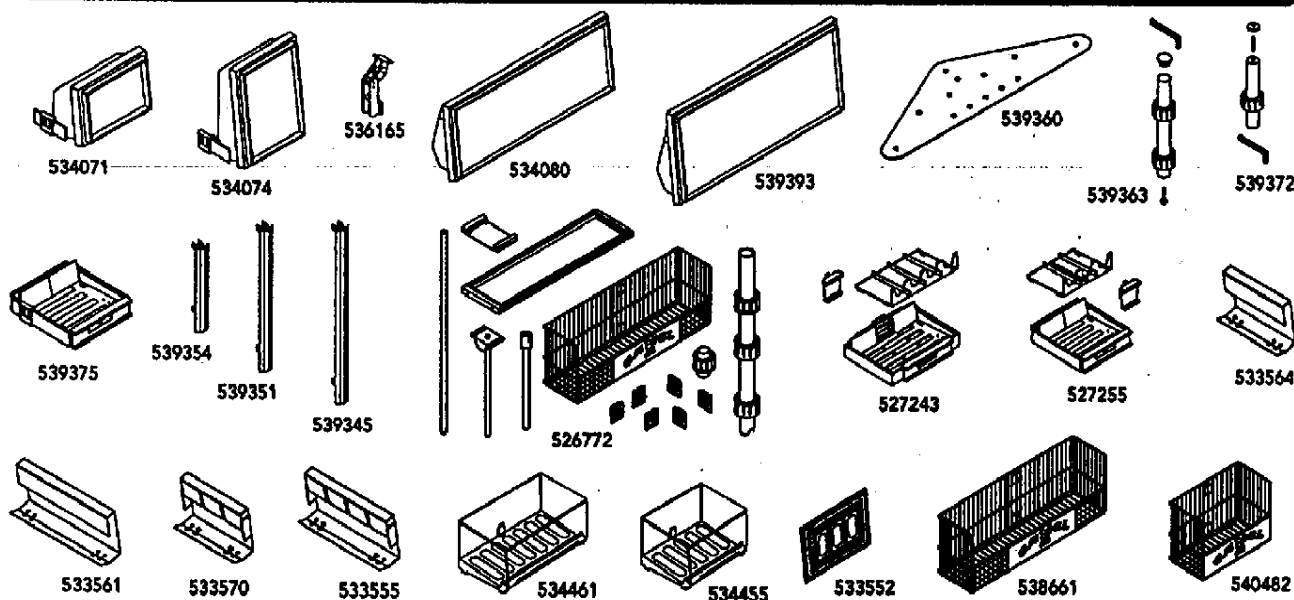
City: _____ State: _____ Zip: _____

Attn: _____

Telephone No. For Contact: (____) _____

Enter Employee Number: _____
(If order memo is to go to Sales Rep. Home)

OPTIONAL PARTS



PLEASE ENTER QUANTITIES NEEDED IN APPROPRIATE SPACES BELOW

ITEM #	DESCRIPTION	SKU/PK	QTY.	ITEM #	DESCRIPTION	SKU/PK	QTY.
534071	APD NON-ILLUMINATED SMALL SIGN W/ BRACKET	1/ea		526772	APD CEILING MOUNT KIT (includes frame, pole, 4 collars, 1 12" extension pole, 6 angled tray clips - 3 left & 3 right, & 1 promotional basket)	1/ldt	
534074	APD NON-ILLUMINATED MEDIUM SIGN W/ BRACKET	1/ea		527255	APD CEILING MOUNT TRAY INSERT KIT 3-WIDE (includes 1 tray, 1 tray insert, 1 regular tray clip)	1/ldt	
536165	APD SWIVEL BRACKET (must be ordered when ordering a new display that would include a large or enhanced sign)	1/ea		527243	APD CEILING MOUNT TRAY INSERT KIT 4-WIDE (includes 1 tray, 1 tray insert, 1 regular tray clip)	1/ldt	
534080	APD NON-ILLUMINATED LARGE SIGN (must order with swivel bracket on new installation)	1/ea		533564	APD / SYS III KINGS SECURITY SHIELD - 3 WIDE	1/ea	
539393	APD NON-ILLUMINATED ENHANCED SIGN	1/ea		533561	APD / SYS III KINGS SECURITY SHIELD - 4 WIDE	1/ea	
539360	APD BASE PLATE	1/ea		533570	APD / SYS III 100% SECURITY SHIELD - 3 WIDE	1/ea	
539363	APD 9" POLE WITH HARDWARE (includes base screw, 2 collars, 1 allen wrench, and 1 pole cap)	1/ldt		533555	APD / SYS III 100% SECURITY SHIELD - 4 WIDE	1/ea	
539372	APD 6" POLE EXTENSION WITH HARDWARE (includes 1 connector bolt, 1 washer, 1 collar, and 1 allen wrench)	1/ldt		534461	APD CLERK ACCESS 4-WIDE SECURITY COVER	1/ea	
539375	APD TRAY WITH CLIP	1/ea		534455	APD CLERK ACCESS 3-WIDE SECURITY COVER	1/ea	
539354	APD 9" FACIA WITH CLIPS (covers front of pole on a 2-tray display)	1/ea		533552	APD PRICER PANEL (inserts into small sign)	1/ldt	
539351	APD 15" FACIA WITH CLIPS (covers front of pole on a 3-tray display)	1/ea		538661	APD PROMOTIONAL BASKET (2 Tray)	1/ea	
539345	APD 21" FACIA WITH CLIPS (covers front of pole on a 4-tray display)	1/ea		540482	APD PROMOTIONAL BASKET (1 Tray)	1/ea	

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EXHIBIT 6

APD SPARE PARTS ORDER FORM

Requestor

Requested by: _____

Division No: _____

Date: _____

ROU FAX No: _____

ROU Phone No: _____

Effective date: 3/27/97

Shipping Instructions

Name: _____

Street Address: _____

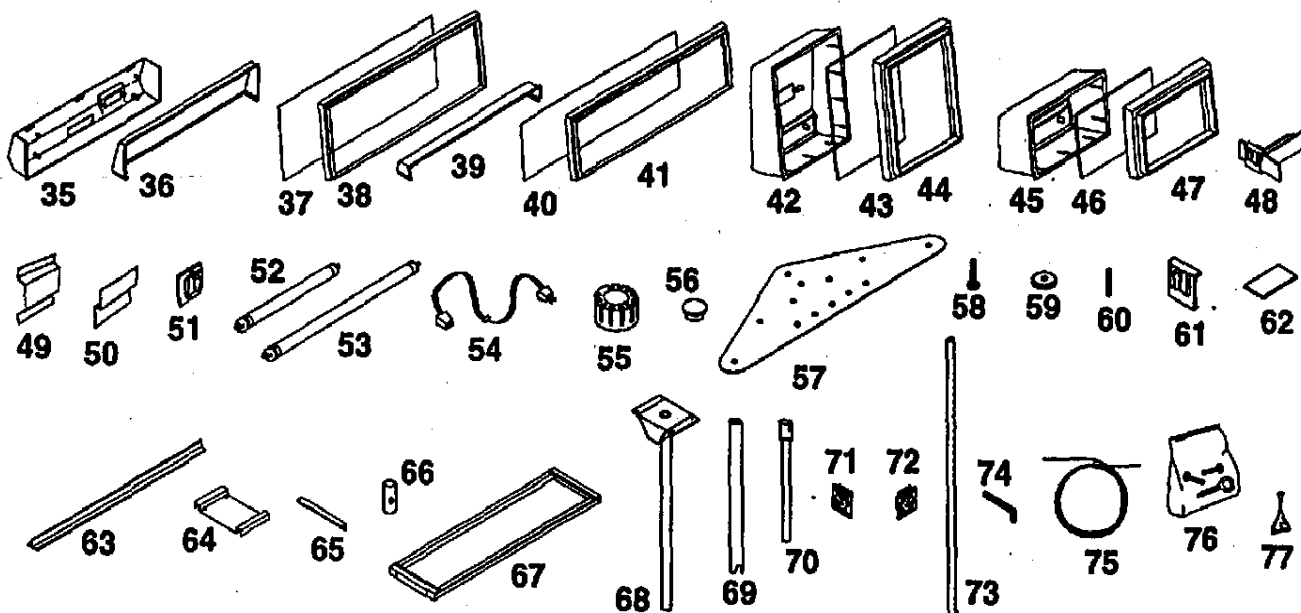
City: _____

State: _____ Zip Code: _____

Attention: _____

Phone No: _____

SPARE PARTS



NO.	DESCRIPTION	QTY.	NO.	DESCRIPTION	QTY.
35	LARGE/ENHANCED SIGN		57	BASE	
36	ENHANCED SIGN EXTENSION		58	POLE SCREW	
37	ENHANCED POS COVER		59	WASHER	
38	ENHANCED SIGN FRAME		60	THREADED CONNECTOR BOLT	
39	LARGE SIGN EXTENSION		61	TRAY CLIP	
40	LARGE POS COVER		62	4 PACK TRAY BLOCKER	
41	LARGE SIGN FRAME		63	2' TEE BAR	
42	MEDIUM SIGN		64	SLIDE PLATE	
43	MEDIUM POS COVER		65	"L" CHANNEL	
44	MEDIUM SIGN FRAME		66	ADJUSTABLE COLLAR TUBE	
45	SMALL SIGN		67	BRACKET FOR DROP CEILING FRAME	
46	SMALL POS COVER		68	CEILING SUPPORT TUBE	
47	SMALL SIGN FRAME		69	POLE SLEEVE	
48	T-BRACKET FOR SMALL & MEDIUM SIGN (SIDE MOUNT)		70	12" EXTENSION POLE	
49	MEDIUM SIGN HEAT SHIELD		71	ANGLED RIGHT CLIP	
50	SMALL SIGN HEAT SHIELD		72	ANGLED LEFT CLIP	
51	SIGN CLIP FOR SMALL & MEDIUM SIGN (CENTER MOUNT)		73	POLE EXTENDER	
52	SMALL/MEDIUM LIGHT BULB		74	ALLEN WRENCH	
53	LARGE/ENHANCED LIGHT BULB		75	8' DROP CEILING SUPPORT WIRE	
54	JUMPER CORD		76	HARDWARE BAG FOR CEILING KIT	
55	APD COLLAR		77	.02 FL. OZ. LOCTITE	
56	POLE TOP CAP				

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